



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit :2173  
Examiner :Not yet known  
Serial No. :09/981,156  
Filed :October 17, 2001  
Inventors :Adrianne Lewis



22469

PATENT TRADEMARK OFFICE

Title :SYSTEM AND METHOD OF  
:ADVERTISING ON A COMPUTER  
:NETWORK

Confirmation No.:

Docket: 1248-R-01

Dated: January 15, 2002

**RESPONSE TO NOTICE TO FILE CORRECTED APPLICATION PAPERS**

**PG PUB DRAWINGS**

Commissioner for Patents  
Washington, DC 20231

Sir:

This is in Response to the Notice to File Corrected Application Papers dated November 15, 2001 in which Applicant has been given two months from the date of the Notice within which to correct the informalities relating to the informal drawings filed with the application. This Response is being filed within the two month period for response.

**IN THE DRAWINGS**

Please delete the drawings previously filed and substitute the new enclosed ten sheets (10) of drawings containing Figures 1-7E.

**REMARKS**

The substitute drawings enclosed with this response include Figures 7D and 7E, which the Notice to File Corrected Application Papers indicates have been omitted from the application.

With this Response, Applicant submits Figures 7D-7E. Support for inclusion of these drawings is shown in paragraph 37 on page 8 in the present application and on page 15 of provisional Application Serial No.60/241,981, from which the present application

**COPY OF PAPERS  
ORIGINALLY FILED**

PHDATA:964592 v1

claims priority.

Applicant confirms that the present application will maintain a filing date as of the date of deposit of the application papers in the U.S. Patent and Trademark Office on November 17, 2001.

Enclosed with this Response is a copy of the Notice to File Corrected Application Papers of November 15, 2001.

Respectfully submitted,

Paul A. Taufer  
Reg. No. 35,703

TAF:vjh  
(215) 563-1810



H#

0300

#3

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit :2173  
Examiner :Not yet known  
Serial No. :09/981,156  
Filed :October 17, 2001  
Inventors :Adrianne Lewis



22469

PATENT TRADEMARK OFFICE

Title :SYSTEM AND METHOD OF  
:ADVERTISING ON A COMPUTER  
:NETWORK

Confirmation No.:

Docket: 1248-R-01

Dated: January 15, 2002

---

**PG PUB DRAWINGS**

Commissioner for Patents  
Washington, DC 20231

Sir:

**Certificate of Mailing Under 37 CFR 1.8**

For

Postcard

Response to Notice to File Corrected Application Papers  
Copy of the Notice to File Corrected Application Papers  
Formal Drawings (10 sheets)

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to the Commissioner for Patents, Washington, DC 20231 on the date appearing below.

Name of Applicant, Assignee, Applicant's Attorney  
or Registered Representative:

Schnader Harrison Segal & Lewis  
Customer No. 22469

By: \_\_\_\_\_

Date: \_\_\_\_\_

**COPY OF PAPERS  
ORIGINALLY FILED**

PHDATA:964592 v1



## UNITED STATES PATENT AND TRADEMARK OFFICE

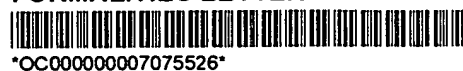
COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/981,156	10/17/2001	Adrianne Lewis	1248-R-01

CONFIRMATION NO. 5615

22469  
SCHNADER HARRISON SEGAL & LEWIS, LLP  
1600 MARKET STREET  
SUITE 3600  
PHILADELPHIA, PA 19103

## FORMALITIES LETTER



Date Mailed: 11/15/2001

## NOTICE TO FILE CORRECTED APPLICATION PAPERS

*Filing Date Granted*

his application has been accorded an Application Number and Filing Date. The application, however, is informal because it does not comply with the regulations for the reason(s) indicated below. Applicant is given **TWO MONTHS** from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. (5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

The following item(s) appear to have been **omitted** from the application:

- Figure(s) **7D** and **7E** described in the specification.

I. Should applicant contend that the above-noted omitted item(s) was in fact deposited in the U.S. Patent and Trademark Office (USPTO) with the nonprovisional application papers, a copy of this Notice and a petition (and \$130.00 petition fee (37 CFR 1.17(h))) with evidence of such deposit **must** be filed within **TWO MONTHS** of the date of this Notice. The petition fee will be refunded if it is determined that the item(s) was received by the USPTO.

II. Should applicant desire to supply the omitted item(s) and accept the date that such omitted item(s) was filed in the USPTO as the filing date of the above-identified application, a copy of this Notice, the omitted item(s) (with a supplemental oath or declaration in compliance with 37 CFR 1.63 and 1.64 referring to such items), and a petition under 37 CFR 1.182 (with the \$130.00 petition fee (37 CFR 1.17(h))) requesting the later filing date **must** be filed within **TWO MONTHS** of the date of this Notice.

III. The failure to file a petition (and petition fee) under the above options (I) or (II) within **TWO MONTHS** of the date of this Notice (37 CFR 1.181(f)) will be treated as a constructive acceptance by the applicant of the application as deposited in the USPTO. **THIS TWO MONTH PERIOD IS NOT EXTENDABLE UNDER 37 CFR 1.136(a) or (b).** In the absence of a timely filed petition in reply to this Notice, the application will maintain a filing

**COPY OF PAPERS  
ORIGINALLY FILED**

date as of the date of deposit of the application papers in the USPTO, and original application papers (i.e., the original disclosure of the invention) will include only those application papers present in the USPTO on the date of deposit.

In the event that applicant elects not to take action pursuant to options (I) or (II) above (thereby constructively electing option (III)), amendment of the specification to renumber the pages consecutively and cancel incomplete sentences caused by any omitted page(s), and/or amendment of the specification to cancel all references to any omitted drawing(s), relabel the drawing figures to be numbered consecutively (if necessary), and correct the references in the specification to the drawing figures to correspond with any relabelled drawing figures, is required. Any drawing changes should be accompanied by a copy of the drawing figures showing the proposed changes in red ink. Such amendment and/or correction to the drawing figures, if necessary, should be by way of preliminary amendment submitted prior to the first Office action to avoid delays in the prosecution of the application.

---

*A copy of this notice **MUST** be returned with the reply.*



---

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE